

Advertising – Signs and billboards in the downtown business district

3-6 Purpose.

The purpose of these regulations are as follows:

- (a) To allow an equal opportunity for businesses to advertise goods and services in a manner that promotes and preserves community character, and respects the historic character of the city of Sheridan;
- (b) To provide minimum standards to safeguard life, health, property, and public welfare, and promote traffic safety by controlling the design, quality of materials, construction, illumination, size, location and maintenance of signs and sign structures;
- (c) To encourage signs that are of a quality design, and are appropriate in size, materials, and illumination to the type of activity to which they pertain;
- (d) To encourage signs in the *downtown business district* that are compatible with the architectural style, characteristics, and scale of the building to which it may be attached and to encourage signs that are compatible with adjacent buildings and businesses;
- (e) To enhance overall property values and the visual environment in the city by discouraging signs which contribute to the visual clutter of the streetscape, such as off-site signs, oversized signs, and excessive temporary signage;
- (f) To implement the goals and policies of the comprehensive plan by enforcement of the regulations contained within this section. (Ord. No. 1995 § 1 (part), 4-17-06.)

3-14 Downtown business district.

The downtown business district shall be defined as that area bounded by, and including, the bounding portions of the following streets and their intersections: Brooks Street on the west, Dow Street on the north, Scott and Broadway Streets on the east and Burkitt Street on the south. The following signage shall be allowed in the downtown business district.

(a) *Projecting signs.*

- (1) One projecting sign shall be allowed per business/tenant;
- (2) Projecting signs shall not exceed ten square feet in area;
- (3) Projecting signs shall provide at least eight feet of clearance above any pedestrian sidewalk or walkway;
- (4) Projecting signs shall not be illuminated in such a manner light shines through the sign face.

(b) *Wall and roof signs.*

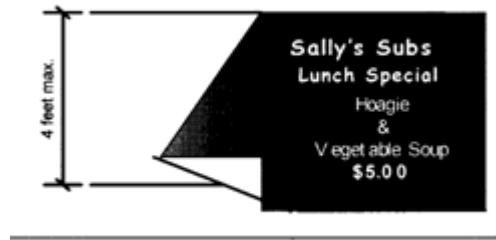
- (1) As allowed for commercial districts in section 3-13 save that wall and roof signs may be illuminated in the following manner:

- (A) Fixed external illumination that does not cast direct light or glare onto the public right-of-way, adjoining property, or into the vision of passing pedestrians or motorists;

- (B) Internal illumination, including neon *lighting*, that does not make up more than twenty percent of the allowed sign area;

- (C) Backlighting, mounted behind the sign, that does not shine directly through the sign face or

copy, and whose visible illumination shall not extend more than three inches from the edge of the sign face or copy.



(c) *Temporary signs.*

(1) As allowed for commercial districts in section 108;

(2) Businesses occupying the first floor of a building fronting on the public right-of-way in the downtown business district may display one temporary freestanding sign using the following restrictions.

(A) Only one temporary freestanding sign may be erected per business,

(B) The temporary freestanding sign may be placed on the sidewalk area of the public right-of-way so long as the sign does not encroach more than two feet into the public right-of-way, impede the flow of pedestrian traffic, or is placed within five feet of any publicly owned street furniture,

(C) The sign shall only advertise the goods and services of the business it is placed in front of,

(D) Temporary freestanding signs shall have a maximum of two faces, each face being two feet wide and four feet high. Only A-frame sandwich board style signs shall be permitted,

(E) The temporary freestanding sign shall be removed when the business is not in operation, or when weather conditions, such as wind, create potentially hazardous situations,

(F) The sign must be constructed of a durable rigid material, and be in good repair. No breakable materials or attached illumination of any kind is permitted,

(G) Wind activated items, streamers, pennants, banners, or paper signs shall not be attached to a temporary freestanding sign.

(d) *Freestanding signs.*

(1) One on-site freestanding sign shall be allowed per street frontage, except that no freestanding sign shall be located along a Main Street frontage, nor within two hundred feet of the Main Street right-of-way;

(2) Freestanding signs shall not exceed eight feet in height measured from level grade to the top of the sign structure, nor exceed fifty square feet in area, excluding supporting poles in the case of pole signs;

(3) Freestanding signs shall be set back at least five feet from the nearest property line, and shall not impede the visibility triangle. (Ord. No. 1995 § 1 (part), 4-17-06; No. 2022, 8-20-07.)